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❑ EXCLUSIVE INTERVIEW: LATE-NIGHT TALK FROM ARSENIO / 4

❑ NEW SEASONS IN THE SUN: SUMMER PROGRAMING HEATS UP / 26

❑ RUSH LIMBAUGH TALKS HIS WAY INTO KEY BABY-BOOMER DEMOS / 55

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This Week

REREG? MAYBE NOT / 4

NCTA President Jim Mooney sees prospects for House passage of cable reregulation growing dimmer, especially considering the committee obstacles it faces.

NEW SEASONS IN THE SUN / 26

The networks will premiere new series and offer additional episodes of existing series in the next few months, a continuation of the trend toward original programing in the summer.

NCTA SPECIAL REPORT / 35

Three key players in cable technology discuss the outlook for HDTV and compression **(p. 35)**. Ten of the industry's fast-rising executives—"The Next Generation"—are profiled **(p. 40)**. Operators and advertisers say the timing isn't right, but three new services are set to launch by year's end **(p. 42)**.

RETRANSMISSION CONSENT PLEA / 50

Senate Communications Subcommittee Chairman Daniel Inouye, who favors the retransmission-consent provisions already included in S. 12, asked the Copyright Subcommittee last week to refrain from action that might delay or impede the bill.

Rush Limbaugh takes talk where no host has gone before: to the baby-boomers (p. 55)

MINING AM GOLD: RUSH IS ON / 55

Radio host Rush Limbaugh has vaulted his caustic talk into the key-demo heavens, reaching much-sought-after baby-boomers via 480 stations.

WHAT'S UPFRONT COUNTS LESS / 58

The barter upfront market is facing a diminishing pool of advertisers, and the small core of buyers is concentrating on first-tier syndicated product like *Roseanne* and *Deep Space Nine*.

THE SMART TV AGE / 64

By the end of the year, cable customers may be able to use new InSight Telecast technology to see program titles on-screen, call up a program by title, or search for programs by theme or category.

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'Roseanne' does OK, but pool of upfront buyers getting smaller (p. 58)

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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TIME WARNER, IBM DISCUSSING INTERACTIVE TV

Both sides talking to other potential partners as well

By Steve McClellan

Time Warner and IBM executives are holding discussions about a possible joint venture to develop interactive television systems.

Time Warner sources say that the IBM talks have been going on for perhaps a year or more, although the story broke only last week. Sources say that a deal is not imminent and that both sides continue to talk to other potential partners; Time Warner is said to have talked to AT&T and Apple.

According to reports last week, the IBM-Time Warner talks focus on using IBM data transmission and interactive technology to develop a service or services that cable viewers can tap to call up movies or other shows from Time Warner's vast program library.

The talks also envision linking cable systems around the country in a service that would enable subscribers in different regions to interact with one another to, say, play a video game or access an array of program services.

IBM and Time Warner have pioneered several interactive technology efforts. IBM is a partner with Sears in the Prodigy interactive computer service based in White Plains, N.Y. The service provides a number of information and entertainment services.

Time Inc., before its merger with Warner Communications, spent close to $20 million by some accounts on a New York-based Teletext research and development project. Several ATC cable systems were involved in the effort, which according to one Time source generated a lot of valuable data, but it did not go forward.

Warner has dabbled with interactivity since the 1970's with the development of its Qube system, which offered pay per view and other services. One company executive acknowledged last week that Qube was largely a "loss leader" that helped Warner win some franchise battles but never really caught on with viewers. ■

Broadcasting's Ratings Week 4 Apr 20-26

	ABC	CBS	NBC	FOX
MONDAY	9.8/15	13.4/22	12.1/20	6.6/11
8:00	65. FBI: Untold Str. 9.4/16	36. Evening Shade 11.7/20	26. Fresh Prince 12.7/22	
8:30	51. Amer Detective 10.7/17	41. Brooklyn Bridge 11.5/19	25. Blossom 12.9/21	85. A Concert for Life 6.6/11
9:00	62. ABC Monday Night Movie—Star Trek III: The Search for Spock 9.6/15	8. Murphy Brown 15.0/23	35. NBC Monday Night Movie—Lady Against All Odds 11.8/19	
9:30		10. Designg Wmn 14.7/23		
10:00		15. Northern Exposure 13.8/23		
10:30				
TUESDAY	15.4/25	11.3/18	10.0/16	NO PROGRAMING
8:00	10. Full House 14.7/25	40. Rescue: 911 11.6/19	54. In the Heat of the Night 10.4/17	
8:30	2. Home Improvmt 18.2/29			
9:00	1. Roseanne 20.0/31	45. CBS Tuesday Movie—Murder in New Hampshire 11.2/18	52. Law and Order 10.5/16	
9:30	4. Coach 16.8/26			
10:00	43. Civil Wars 11.4/19		68. Dateline NBC 9.1/16	
10:30				
WEDNESDAY	9.2/16	11.7/20	12.1/20	NO PROGRAMING
8:00	36. Wonder Years 11.7/21	78. Royal Family 7.6/14	15. Unsolved Mysteries 13.8/24	
8:30	45. Doogie Howser 11.2/19	70. Davis Rules 8.7/15		
9:00	69. Room for Two 8.8/14	26. Jake and the Fatman 12.7/20	32. Seinfeld 11.9/19	
9:30	79. Sibs 7.4/12		43. Seinfeld 11.4/18	
10:00	79. Search for the New Ideal Man 7.4/14	14. 48 Hours 14.0/24	58. Quantum Leap 10.0/17	
10:30				
THURSDAY	11.2/19	8.9/15	13.6/22	11.6/19
8:00	64. Columbo 9.5/16	66. Top Cops 9.3/17	32. Cosby 11.9/21	41. Simpsons 11.5/21
8:30			23. A Diffmt World 13.1/22	67. Drexell's Class 9.2/16
9:00		61. Street Stories 9.8/15	7. Cheers 15.4/24	26. Beverly Hills 90210 12.7/20
9:30			21. Wings 13.5/21	
10:00	10. Primetime Live 14.7/25	76. Human Factor 7.7/13	15. L.A. Law 13.8/23	
10:30				
FRIDAY	12.3/22	9.6/18	8.3/15	5.8/11
8:00	32. Family Matters 11.9/24	52. Elvis: The Great Performances 10.5/19	60. Matlock 9.9/19	86. America's Most Wanted 6.2/12
8:30	36. Step By Step 11.7/22			
9:00	49. Dinosaurs 10.8/19		72. I'll Fly Away 8.0/14	88. Sightings 5.4/10
9:30	56. Baby Talk 10.3/18			
10:00	13. 20/20 14.4/26	73. Burt Reynolds' Conversations With 7.9/15	82. Fifth Corner 7.0/13	
10:30				
SATURDAY	13.3/25	7.6/14	10.8/20	7.5/14
8:00	26. Who's the Boss? 12.7/24	73. CBS Saturday Movie—Honey, I Shrunk the Kids 7.9/14	31. Golden Girls 12.3/24	84. Cops 6.8/13
8:30			56. Empty Nest 10.3/19	71. Cops 2 8.1/15
9:00	22. Growing Pains 13.3/24		36. Empty Nest 11.7/21	75. Code 3 7.8/14
9:30			54. Nurses 10.4/18	81. AMW: Lady Killer 7.1/13
10:00	15. MacGyver 13.8/26	83. Trials of Rosie O'Neill 6.9/13	58. Sisters 10.0/19	
10:30				
SUNDAY	12.9/21	16.5/27	8.1/13	8.9/15
7:00	62. Life Goes On 9.6/18	3. 60 Minutes 18.2/34	93. Disaster Files 5.0/10	91. True Colors 5.2/10
7:30			91. Against All Odds 5.2/9	87. Parker Lewis 5.6/10
8:00	9. Am Fun Hme Vid 14.8/25	5. Murder, She Wrote 16.6/27	89. Mann & Machine 5.3/9	30. In Living Color 12.6/21
8:30	20. Am Fun People 13.7/22			49. Roc 10.8/17
9:00	15. ABC Sunday Night Movie—Stay the Night, Pt. 1 13.8/22	6. CBS Sunday Movie—Honor Thy Mother 15.5/24	48. Hallmark Hall of Fame—Miss Rose White 11.0/17	23. Married w/Chldn 13.1/20
9:30				45. Herman's Head 11.2/17
10:00				76. Std by Your Man 7.7/12
10:30				89. Get a Life 5.3/9
WEEK'S AVGS	12.0/20	11.5/19	10.6/18	8.2/14
SSN. TO DATE	12.1/20	13.6/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

WINTER ARBITRON RATINGS, MARKETS 7-10

Station	Format	Fall	Winter
7. Washington			
WPGC(FM)	CHR	9.2	8.8
WMZQ(AM-FM)	Country	5.8	6.1
WGAY(FM)	Easy	5.2	5.0
WMAL(AM)	News/Talk	5.1	4.9
WWDC(FM)	AOR	3.0	4.0
WMMJ(FM)	AC	3.9	4.0
WRQX(FM)	Hot Mix	4.4	3.9
WTOP(AM)	News	4.3	3.7
WCXR(FM)	Classic Rock	2.3	3.3
WASH(FM)	AC	4.7	3.2
WXTR(FM)	Oldies	3.1	3.2
8. Dallas-Fort Worth			
KSCS(FM)	Country	11.2	9.9
KPLX(FM)	Country	7.3	6.5
KJMZ(FM)	Urban	4.0	5.7
KVIL(AM-FM)	AC	5.3	5.6
KTXQ(FM)	AOR	5.2	4.7
KKDA(FM)	Urban	4.4	4.7
WBAP(AM)	Country	5.3	4.3
KLRX(FM)	Urban	4.4	3.9
KRLD(AM)	News/Sports	4.0	3.8
KEGL(FM)	CHR	3.9	3.5
9. Boston			
WRKO(AM)	Talk	6.4	7.4
WBZ(AM)	AC	7.5	5.9
WZOU(FM)	CHR	5.3	5.9
WXKS(FM)	CHR	5.5	5.8
WBCN(FM)	AOR	5.3	5.4
WMJX(FM) WMEX(AM)	AC	5.4	5.2
WHDH(AM)	Talk	3.9	4.9
WODS(FM)	Oldies	4.2	4.6
WBMX(FM)	AC Mix	4.5	4.4
WSSH(FM)	Easy	4.5	4.3
WVBF(FM)	AC	3.0	4.3
10. Houston-Galveston			
KILT(FM)	Country	8.9	8.7
KIKK(FM)	Country	6.6	7.1
KLOL(FM)	AOR	5.4	5.8
KHMX(FM)	AC	6.2	4.9
KTRH(AM)	News/Talk	5.3	4.8
KRBE(AM-FM)	CHR	4.0	4.7
KODA(FM)	Soft AC	5.7	4.7
KBXX(FM)	Urban	6.1	4.7
KQUE(FM)	Nostalgia	3.4	4.6
KLDE(FM)	Oldies	3.8	3.8
KMJQ(FM)	Urban	4.1	3.8

Note: The following corrects the Los Angeles ratings from BROADCASTING *of April 27, which contained an error:*

2. Los Angeles			
KIIS(AM-FM)	CHR	4.9	5.0
KPWR(FM)	CHR	4.3	5.0
KOST(FM)	Soft AC	6.0	4.8
KWKW(AM)	Spanish	3.8	4.2
KBIG(FM)	AC	3.2	4.2
KKBT(FM)	Urban	3.8	3.8
KLOS(FM)	AOR	4.4	3.5
KRTH(FM)	Oldies	4.0	3.5
KABC(AM)	Talk	4.2	3.4
KLVE(FM)	Spanish	4.0	3.3

Source: Arbitron, persons 12-plus, total week, winter 1992

SAGA TO MAKE PUBLIC OFFERING

Sale of 2.3 million shares expected to raise $27.6 million; $5.5 million will be used to reduce long-term bank debt

By Peter Viles

The latest radio group to look to Wall Street for financial backing is Saga Communications Inc., the Michigan-based company that owns 15 stations in medium-sized markets.

In a "quiet filing" with the Securities and Exchange Commission, Saga proposes the sale of 2.3 million shares of common stock at a maximum price of $12 per share, to raise a total of $27.6 million.

After underwriting costs, Saga says it expects to raise $19.8 million through the offering. It plans to use $14.3 million to redeem outstanding preferred stock and prepay long-term debt held by Boston Ventures Limited Partnership, a principal stockholder, and $5.5 million to reduce its long-term bank debt. The chief underwriters are First Boston Corp. and Furman Selz.

Saga's chairman and chief executive officer, Ed Christian, would retain control of the company through his continued ownership of all Class B shares, which have 10 times the voting rights of the Class A shares to be offered.

In its filing, Saga reports 1991 revenues of $25.9 million, station operating income of $9.4 million, and operating profit of $3.4 million. Interest payments on outstanding debt of $39.5 million, however, resulted in a pre-tax loss of $2.1 million in 1991, the filing says.

The company, which began operations in 1986, told the SEC its strategy is to operate "top-billing radio stations in mid-sized markets," or those ranked from 20 to 130 in size. In the filing, Saga says its stations rank among the top three in billing in six of the seven markets where it has stations.

Saga's stations include WSNY(FM) and WVKO(AM) Columbus, Ohio; WKLH(FM) Milwaukee; WNOR(AM-FM) Norfolk, Va.; KRNQ(FM) and KRNT(AM) Des Moines, Iowa; WAQY (AM-FM) Springfield, Mass.; WMGX(FM) and WGAN(AM) Portland, Me.; WYMG(FM) Springfield, Ill.; WZID(FM) and WFEA(AM) Manchester, N.H., and WLRW(FM) Champaign, Ill. ■

COUNTRY, OLDIES ONLY BRIGHT SPOT IN FIRST-QUARTER REVENUES

Country and oldies stations posted healthy revenue gains through the first three months of 1992, according to a survey that shows overall radio revenues essentially flat.

The survey of stations in 90 markets, conducted by Miller, Kaplan, Arase & Co., also shows that national spot revenues continue to slide: down 15% from March 1991 to March 1992, and down 13% for the first quarter.

Local revenues, meanwhile, continue to rebound modestly: up 4% from March 1991 to March 1992, and up 3% for the first quarter.

Total revenues slid 1% from March 1991 to March 1992, but remained 1% ahead of 1991's first-quarter level.

When broken down by format, the survey shows country stations and oldies stations both posting 12% overall revenue increases through the first quarter. Urban contemporary stations posted a 1% gain, while other major formats showed decreases: adult contemporary is down 4%, album-oriented rock is down 5%, news and news/talk are both down 4% and contemporary hit radio is off 15%.

When broken down by region, the survey shows local revenues rebounding the strongest in Louisiana (up 11% in the first quarter) and North Carolina (up 11%), and the weakest in Georgia (down 4%), Virginia, Alabama and Mississippi (all down 2%). -PV

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KLOK(AM) San Jose, Calif. □ Sold by Bahia Radio Inc. to Metro Mix Inc. for $6.0625 million. Terms: $5,334,985 cash at closing and $727,515 interest-bearing note and three-year noncompete covenant. **Seller** is headed by Daniel L. Villanueva, who also has interests in buyer of KPLS(AM) Orange, Calif. (see below). **Buyer** is headed by Christopher Marks, and has no other broadcast interests; assigneee is subsidiary of EXCL Communications Inc. KLOK has Spanish news format on 1170 khz with 50 kw day and 5 kw night.

KZIA-TV Las Cruces, N.M. (El Paso, Tex.) □ Sold by Southwestern Broadcasting Co. to Two If By Sea Broadcasting Corp. for $900,000 on terms. **Seller** is headed by Robert Munoz, and has no other broadcast interests. **Buyer** is headed by Michael L. Parker, who, with secretary Linda L. Hendrickson, has interests in licensee of WHRC(TV) Norwell, Mass. KZIA-TV is ABC affiliate on channel 48 with 79.4 kw visual and 7.9 kw aural with antenna 113 feet above average terrain. *Broker: The Proctor Group Inc.*

KPLS(AM) Orange, Calif. □ Transfer of licensee Orange County Broadcasting Corp. to Daniel L. Villanueva Family Trust for $600,000 cash. **Seller** is headed by David J. Hubbard, et al., who are selling combined 37.83% interest in licensee. **Buyer** is headed by Daniel L. Villanueva and Judith Villanueva, trustees. Daniel L. Villanueva and James J. Villanueva are each 50% shareholders of licensee of KBRG(FM) Fremont, Calif., and in licensee of KLOK(AM) San Jose, Calif., which is being sold (see above). Daniel L. Villanueva is 19.81% shareholder of licensee of WMDO(AM) Wheaton, Md. (Washington), and LPTV W48AW Washington. KPLS has Spanish format on 830 khz with 2.5 kw day and 1 kw night.

KKLO(AM) Leavenworth, Kan. □ Sold by KKLO Inc. to Chara Communications Inc. for $450,000 cash. **Seller** is headed by Michael Wodlinger, and has interests in WIXI(FM) Naples Park, Fla. **Buyer** is headed by William A. Neeck, and has no other broadcast interests. KKLO has Christian top-40 format on 1410 khz with 5 kw day and 500 w night.

WLSM-AM-FM Louisville, Miss. □ Sold by Winston Broadcasting Inc. to Harrison Broadcasting Co. for $425,000. Terms: $50,000 cash at closing and $375,000 10-year promissory note at 8.5%. **Seller** is headed by Thomas R. Boydstun, and has no other broadcast interests. **Buyer** is headed by Phillip A. Harrison, and has no other broadcast interests. WSLM(AM) has religious format on 1270 khz with 5 kw day. WLSM-FM has contemporary Christian format on 107.1 mhz with 3 kw and antenna 200 feet above average terrain.

KZZB(FM) Beaumont, Tex. □ Sold by Triplex Communications to GulfStar Broadcasting for $425,000. Station is off air. **Seller** is headed by Charles P. Frischmann and has no other broadcast interests. **Buyer** is headed by R. Steven Hicks, owner of Capstar Inc., licensee of WJDS(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville, S.C.; these stations are part of merger forming new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (see April 6 "For the Record" item on KKCW[FM] Beaverton, Ore.). Hicks also has interests in WTAW(AM)-KTSR(FM) Bryan-College Station and

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$7,610,352** □ **9**

FM's □ **$1,348,407** □ **8**

AM-FM's □ **$425,000** □ **1**

TV's □ **$900,000** □ **1**

Total □ **$10,283,759** □ **19**

1992 to Date:

AM's □ **$32,714,938** □ **62**

FM's □ **$51,124,153** □ **79**

AM-FM's □ **$62,874,925** □ **43**

TV's □ **$252,090,620** □ **19**

Total □ **$388,804,636** □ **203**

For 1991 total see Jan. 27, 1992 BROADCASTING.

SOLD!

WINE-AM/WRKI-FM, Danbury, Connecticut from **The Home News Company,** William Boyd, Chairman to **Danbury Broadcasters, Inc.,** Gary Starr, Principal for **$3,350,000.**

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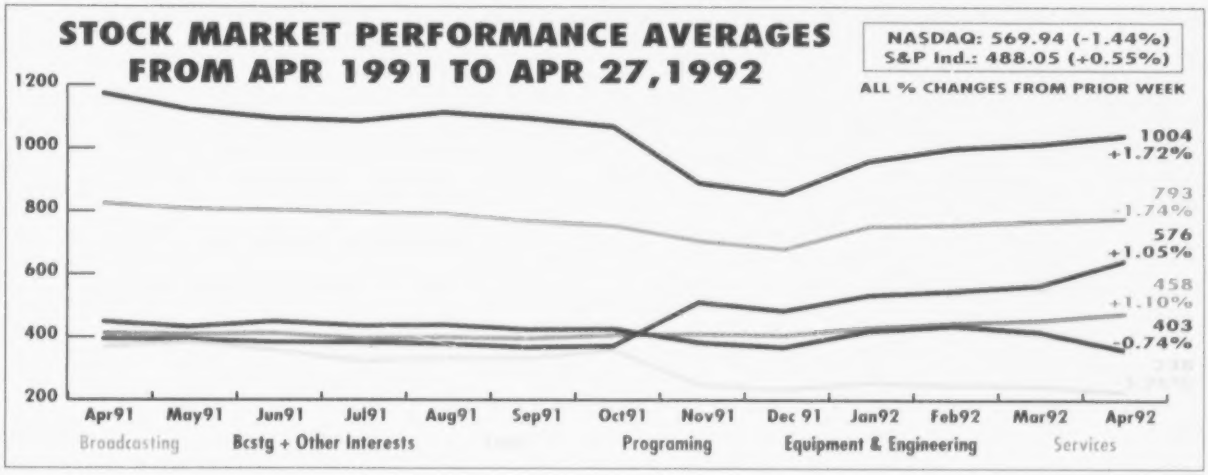
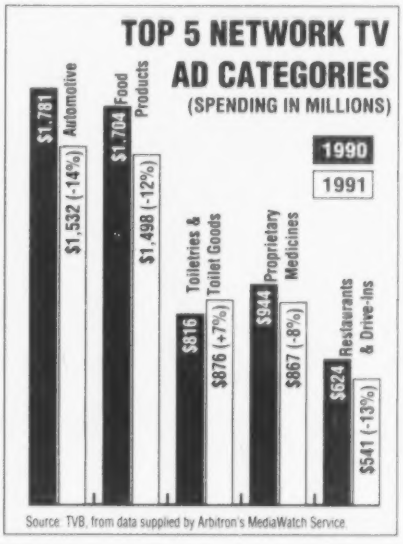
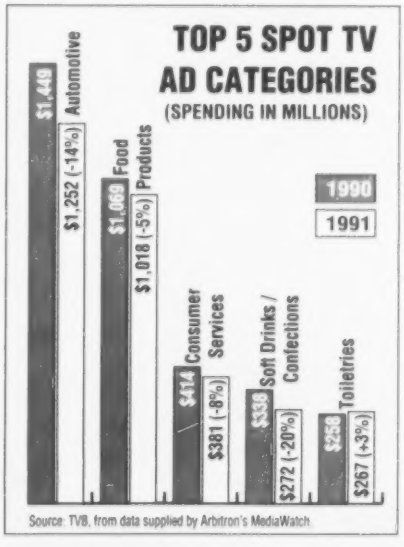
Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	**11,129**	**1,334**	**12,463**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	**1,496**	**201**	**1,697**
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	**1,231**	**1,009**	**2,240**
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

United States Telephone Association asked the FCC last Friday **to deny Cox Communications' proposed acquisition of 50.1% in Teleport-New York** on Staten Island. USTA charged the deal would violate the statutory prohibition against common ownership of telephone and cable facilities in the same area. Cox already owns a cable system on Staten Island. USTA said it opposes the cross ownership ban, but as long as it remains in effect it should be applied "symmetrically" to bar cable interest in co-located telephone facilities as well as telco interest in co-located cable systems. Cox counsel Werner Hartenberger called the filing a "ridiculous argument." Said Hartenberger: "We had discussions with the FCC long ago and have had repeated discussions about the applicability of the rule and the short, simple answer is it is inapplicable. The rule applies to local exchange carriers, and Teleport there is not a local exchange carrier."

The **campaign finance bill** (S. 3/H.R. 3750), **sent to the President last Thursday** (April 30) following 58-42 Senate approval of the conference report, still **contains provisions strongly opposed by NAB** (BROADCASTING, Dec. 9, 1991). Broadcasters' greatest objection is over a provision giving Senate candidates adhering to certain campaign spending limits a 50% discount on the lowest-unit-rate charge for broadcast ads during the month prior to the November election. At deadline Friday, however, a presidential veto was expected, and the votes in both Houses on the conference report indicate the veto is likely to be sustained.

CBS Entertainment Productions is teaming up with Showtime to produce a two-hour drama, *Double Jeopardy*, set to debut on the pay TV service later this year. The deal, which Showtime labels as the first of its kind, calls for the movie to also air on CBS following the cable presentation.

ABC, CBS and NBC continue to offer fewer minutes of national and local paid ads in prime time than competing services with their average 9:12 (9 minutes and 12 seconds) per hour, according to Arbitron's Broadcast Advertiser Reports figures supplied by the Network Television Association. Syndicated shows have the most, with an average 13:21, based on a seven-program analysis, and cable networks averaged 11:12, based on an analysis of A&E, CNBC, Discovery, Lifetime, TNN, Nick at Nite and TNT.

FCC has granted Clear Channel Communications a waiver of the one-to-a-market rule clearing the way for the group owner to acquire KQAM(AM)-KEYN-FM Wichita, Kan., where it already owns KSAS-TV.

EZ Communications Inc. sold WOKV(AM)-WKQL(FM) Jacksonville, Fla., to Pacific Radio Partners Ltd. for $3.75 million. EZ Communications recently sold KISP(AM)-KMXX(FM) Phoenix for $5 million ("Changing Hands," March 2). EZ also owns two AM's and eight FM's. Buyer is headed by former radio group owner William Phalen. Broker: Kalil & Co.

Gateway Broadcasting Corp. sold WBNJ(FM) Cape May Court House, N.J., to the Avalon Group of Reading, Pa., for $850,000. Seller is headed by Joseph M. Isabel, and is licensee of WCSS(AM)-WKOL-FM Amsterdam, N.Y., as well as a cable TV system. Buyer is headed by Donald W. Greth, a radio talk show host in Reading, Pa. Broker: Media Services Group.

Federal Bankruptcy Court Judge Francis Conrad last week ordered that UPI be sold at auction on May 12, three days before the company said it would no longer be able to meet its payroll. The auction will be held in Rutland, Vt., where Conrad is normally based.

Salem Communications Corp. is negotiating with the co-owners of New York's WNEW(AM) in hopes of purchasing the legendary 50 kw adult standard station, which would be Salem's second AM station in New York. A source close to the negotiations with WNEW co-owners Westwood One and Sillerman Assets LP says an agreement may be several weeks away. Salem, which broadcasts religious programing on most of its stations, already owns WMCA(AM) New York.

Scientific-Atlanta and Sega Enterprises will demonstrate delivery of Sega's Time Traveler video game via a two-way fiber cable TV system during NCTA's National Show exhibition in Dallas this week. S-A says the demonstration indicates cable operators could use a central computer and video storage system to offer play-on-demand game services to standard home computers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.4/224/97
2. Jeopardy!	10.6/215/96
3. Oprah Winfrey Show	10.0/230/99
4. Star Trek	9.9/242/98
5. Entertainment Tonight	7.7/191/96
6. Current Affair	7.3/177/93
7. Married...With Children	7.1/175/91
8. Donahue	7.0/227/98
8. Wheel of Fortune-wknd.	7.0/188/93
10. Cosby Show	6.2/202/97
11. Inside Edition	6.0/132/88
12. Sally Jessy Raphael	5.7/207/98
12. WKRP in Cincinnati	5.7/231/98
14. Hard Copy	5.2/174/91
15. Love Connection	5.1/187/93